

MEMORANDUM

TO: J.B. Culpepper, Planning Director
David Bonk, Long Range and Transportation Manager

FROM: Len Cone, Transportation Demand Management Outreach Coordinator

SUBJECT: FY 2008 – 2009 Transportation Demand Management Program Summary of Activities

DATE: October 28, 2009

PURPOSE

The purpose of this report is to provide an annual review of projects and activities of the Chapel Hill 2008 – 2009 Transportation Demand Management (TDM) program. The TDM program promotes the use of alternative transportation to those living and/or working in Chapel Hill.

BACKGROUND

Since 1991, the Town has implemented a Transportation Management Plan (TMP) program. TMP plans have been a requirement of the Special Use Permit process since 1992. The TMP program requires the development of programs intended to promote the use of alternative modes of transportation, such as public transit, bicycling and walking. The program also requires the participation in employee surveys that has provided useful information on the travel behavior of those employed in the community for transportation planning purposes.

In 2008 as part of a Triangle regional 7 year TDM plan, the Town was awarded a grant for the implementation of Transportation Demand Management program in Chapel Hill. The funding was for fiscal year July 1, 2008 – June 30, 2009. Funding sources include North Carolina Department of Transportation, the Durham - Chapel Hill - Carrboro - Metropolitan Planning and the Capital Area Metropolitan Planning Organization. Other agencies receiving TDM grant funding included the Triangle Transit, NC Central University, NC State University, the University of North Carolina at Chapel Hill, Raleigh, Durham and Triangle Transit. The TDM program is intended to support regional goals to reduce congestion and improve air quality. The Town of Chapel Hill coordinates with the University of North Carolina at Chapel Hill's TDM Coordinator in outreach efforts focused towards both students and those employed with the University. The TDM program also supports the efforts of the Town to achieve the adopted 2006 goal of reducing carbon dioxide emissions.

DISCUSSION

The TDM Grant provides 50% funding for the transportation demand management activities, including staff salaries and implementation of both local and regional programs. The fiscal year 2008 - 2009 Chapel Hill TDM matching funds totaled \$48,938 of an overall budget totaling \$97,876. This grant funding supported public outreach through TDM marketing events and

program undertaken by the Town's Planning and Transit Departments. Provided below is a more detailed description of Planning Department activities undertaken by the TDM program. As part of several programs including the Go Chapel Hill Commitment Program, the Smart Commute Challenge and the Bike to Work Week events. Chapel Hill area employees committed to a decrease in carbon emissions by approximately 93,020 pounds.

Triangle J Regional Council of Governments required measurement of the Chapel Hill program, those areas of measurement follow:

- Presentations – Conducted 15 alternative transportation agency presentations.
- Community Meetings – Conducted 2 Town Council Discussion Workshops.
 - Coffee with the Mayor – citizens discussed alternative transportation ideas followed by a “Walking Wednesday” tour of projects in the downtown area.
 - Cycling with the Council – citizens discussed alternative transportation with Council members.
- Training/Workshops – Conducted 2 day trainings on alternative transportation.
 - Go Chapel Hill Transportation Demand Management Annual Workshop
 - Town/Orange County Health and Transportation Training Workshop
- Transportation Management Plan – Reviewed and made recommendations for 5 new Special Use Permit TMP plans.
- Schools – Conducted events encouraging walking/cycling during peak hour travel.
 - Conducted 6 International to School Day events - approximately 950+ students walked to and from school.
 - Distributed 2500 Walking Wednesday Flyers (reducing am traffic).
- Surveys – Conducted 214 Town of Carrboro Business Surveys (return of 21%).
- Toolkits – Distributed 70+ alternative transportation packets of information.
- Electronic Distribution – Chapel Hill distributed TDM information through emails to the TMP sites as well as the public seeking information on the Chapel Hill program.
- Commitment Cards – Encouraged use of alternative transportation through commitment programs.
 - Gathered 100+ Smart Commute Commitment Cards.
 - Distributed 200+ Chapel Hill Commitment Cards.
 - Gathered 20+ Town Employees Commute Cards.
- Maps – Distributed various maps promoting alternative transportation.
 - Distributed 200 Hard Copy Chapel Hill System Maps.
 - Distributed 1500+ Hard Copy Downtown Walking Maps.
- Brochures – Distributed 500+ Alternative Transportation brochures.
- Bookmarks – Distributed 150+ Go Chapel Hill bookmarks.
- Pamphlets – Distributed 100+ sets of Policy in the Workplace Guidelines.

SUMMARY

The Town of Chapel Hill has received \$118,752 in TDM Grant funding for the 2009 – 2010 budget year. The goal for 2009 – 2010 is to reduce 500,000 vehicular miles traveled by those

employed in Chapel Hill. The Town will continue efforts in promoting the use of alternative transportation through both local and regional programming and marketing campaigns.

As part of the Transportation Management Plan program, bi-annual Mobility Business Surveys will also be distributed to over 8000 employees beginning in October, 2009. We will continue to provide an annual report regarding accomplishments and events. The Town of Chapel Hill will continue efforts towards achieving the Town's adopted Carbon Reduction Goals, reducing traffic congestion, increasing the use of alternative transportation and increasing healthy lifestyle through the Go Chapel Hill Transportation Demand Management program.